

## ORDER



**Orders**  
**Order / Rev:** 710002  
**Alt Order #:**  
**Product Desc:** OH Sen Josh Mandel Aug 28-Sept 3  
**Estimate:** 2635  
**Flight Dates:** 08/28/12 - 09/03/12  
**Original Date / Rev:** 09/21/12 / 09/21/12  
**Order Type:** Political

WKYC

**Primary AE:** Denel Kizler  
**Sales Office:** WKYC  
**Sales Region:** LOC

**Agency**  
**Name:** Strategic Media Placement/ POL  
**Buying Contact:** Nicholas Everhart  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mandel, J/ US Senate  
**Demographic:** A25-54  
**Product Codes:** PL-US Senate  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	40	\$41,025.00	\$34,871.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	40	\$41,025.00	\$34,871.25	0.00
<b>Totals</b>	<b>40</b>	<b>\$41,025.00</b>	<b>\$34,871.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Denel Kizler			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	08/28/12	09/03/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MTWTF--	:30	3	\$850.00	P-2	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		3				\$850.00		0.00			
		Week: 09/03/12	09/09/12	-----		0				\$850.00		0.00			
2	WKYC	08/28/12	09/03/12	M-F 7-9a Today Today Show	CM	7a-9a	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	- TWTF--		4				\$850.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$850.00		0.00			
3	WKYC	08/28/12	09/03/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S-		1				\$850.00		0.00			
		Week: 09/03/12	09/09/12	-----		0				\$0.00		0.00			
4	WKYC	08/28/12	09/03/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----SS	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----SS		1				\$850.00		0.00			
		Week: 09/03/12	09/09/12	-----		0				\$850.00		0.00			
5	WKYC	08/28/12	09/03/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S		1				\$850.00		0.00			
		Week: 09/03/12	09/09/12	-----		0				\$0.00		0.00			

Order / Rev: 710002  
 Alt Order #:  
 Flight Dates: 08/28/12 - 09/03/12

Advertiser: Mandel, J/ US Senate  
 Product Desc: OH Sen Josh Mandel Aug 28-Sept 3  
 Estimate: 2635

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	08/28/12	09/03/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-----S		1				\$850.00		0.00			
		Week: 09/03/12	09/09/12	-----		0				\$0.00		0.00			
7	WKYC	08/28/12	09/03/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MTWTF--	:30	5	\$375.00	P-2	0.00	NM	5	\$1,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4				\$375.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$375.00		0.00			
8	WKYC	08/28/12	09/03/12	M-F 3-4p The Doctors	CM	3p-4p	MTWTF--	:30	4	\$350.00	P-2	0.00	NM	5	\$2,475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		3				\$350.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	NKYC	09/03/12-09/09/12		M-F 3-4p See MG 8.5,8.6 [Prgm Change] golf		3p-4p	M-----	:30		<del>(\$350.00)</del>		0.00	NM		
5	NKYC	09/03/12-09/03/12		M-F 7-9a Today MG for 9.4,10.5,8.4		7a-9a	M-----	:30		\$1,400.00		0.00	NM		
6	NKYC	09/03/12-09/03/12		Early Today MG for 9.4,10.5,8.4		4a-430a	M-----	:30		\$25.00		0.00	NM		
9	WKYC	08/28/12	09/03/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MTWTF--	:30	4	\$425.00	P-2	0.00	NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		3				\$425.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$425.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	NKYC	09/03/12-09/09/12		M-F 4-5p See MG 8.5,8.6 [Prgm Change] golf		4p-5p	M-----	:30		<del>(\$425.00)</del>		0.00	NM		
10	WKYC	08/28/12	09/03/12	M-F 5-6p Dr. Phil	CM	5p-6p	MTWTF--	:30	5	\$650.00	P-2	0.00	NM	4	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4				\$650.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$650.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	NKYC	09/03/12-09/09/12		M-F 5-6p See MG 8.5,8.6 [Prgm Change] golf		5p-6p	M-----	:30		<del>(\$650.00)</del>		0.00	NM		
11	WKYC	08/28/12	09/03/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		4				\$1,800.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$1,800.00		0.00			
12	WKYC	08/28/12	09/03/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MTWTF--	:30	2	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		2				\$1,200.00		0.00			
		Week: 09/03/12	09/09/12	-----		0				\$1,200.00		0.00			
13	WKYC	08/28/12	09/03/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	MTWTF--	:30	4	\$2,800.00	P-2	0.00	NM	4	\$11,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/27/12	09/02/12	-TWTF--		3				\$2,800.00		0.00			
		Week: 09/03/12	09/09/12	M-----		1				\$2,800.00		0.00			
													Totals	40	\$41,025.00